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**E*TRADE FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, February 28, 2017 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Raymond James Institutional Investors Conference. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

Raymond James Institutional Investors Conference

Tuesday, March 7, 2017

Orlando, FL at 1:05 p.m. ET

Michael Pizzi, Chief Financial Officer

About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide financial services, including online brokerage and banking products and services to retail customers. Securities products and services, including IRAs, are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Bank products and services are offered by E*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries and affiliates. More information is available at www.etrade.com.

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